



CASE STUDY

Pallet-Track Bescot Stadium, Bescot Crescent,
Walsall, West Midlands, WS1 4SA.

OVERVIEW

Football stadiums welcome thousands of supporters on matchdays, bringing with them a wide range of needs. For many men living with incontinence, stomas or medical conditions such as prostate issues, visiting public venues can be a source of anxiety, particularly when toilets don't provide discreet disposal options. Walsall FC recognised the need to address this gap and take a proactive approach to inclusivity, hygiene and supporter wellbeing.

BUSINESS CHALLENGES

Supporting male visitors correctly
Prevent plumbing issues
Accessibility & improvement

A SMARTER, MORE RELIABLE SERVICE

Walsall FC made the decision to install male incontinence bins to provide a discreet, hygienic and dignified solution for supporters who rely on incontinence pads, pouches or similar products. By acting early, Walsall FC demonstrated leadership in recognising that washroom dignity is a fundamental part of the fan experience.



THE RESULTS

Male incontinence hygiene bins were installed throughout the stadium, ensuring every male washroom includes a designated cubicle with appropriate disposal facilities.

- ✓ Reducing stigma around conditions
- ✓ Modern and accessible facilities
- ✓ Supporting all visitors
- ✓ Reducing blockages

“Installing male incontinence bins is a simple but important step in recognising the needs of many men who often feel overlooked.”

PRAISE FROM USERS

The overall feedback from supporters has been very positive and they've welcomed the opportunity to allow 'normal, out-of-home' activities.

CONCLUSION

By installing male incontinence bins throughout the stadium, Walsall FC has set a powerful example of how small, thoughtful changes can make a meaningful difference. The initiative improves hygiene, reduces maintenance risks, enhances the fan experience and most importantly has restored dignity for supporters who need it most.



+02476 101600



hygieniewashrooms.co.uk



enquiries@hygienieuk.com